

# Customer Service AP

by J. Friedland, Ph.D., S. Marcus, Ph.D., and H. Mandel, Ph.D. Version 1.110  
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 12031 Wilshire Blvd., Los Angeles, California 90025-1251

Examinee ID Number: SAMPLE      Date Tested: 04/18/02      Examiner Name: Report

**HIGHLY RECOMMENDED FOR A CUSTOMER SERVICE ROLE.**

**CUSTOMER SERVICE STRENGTHS include:**

- Diplomacy in relating to others.
- A cooperative attitude.
- Patience.
- A relaxed attitude.
- An ability to restrain assertiveness in relating to others.
- A focus on achievement and getting things done.

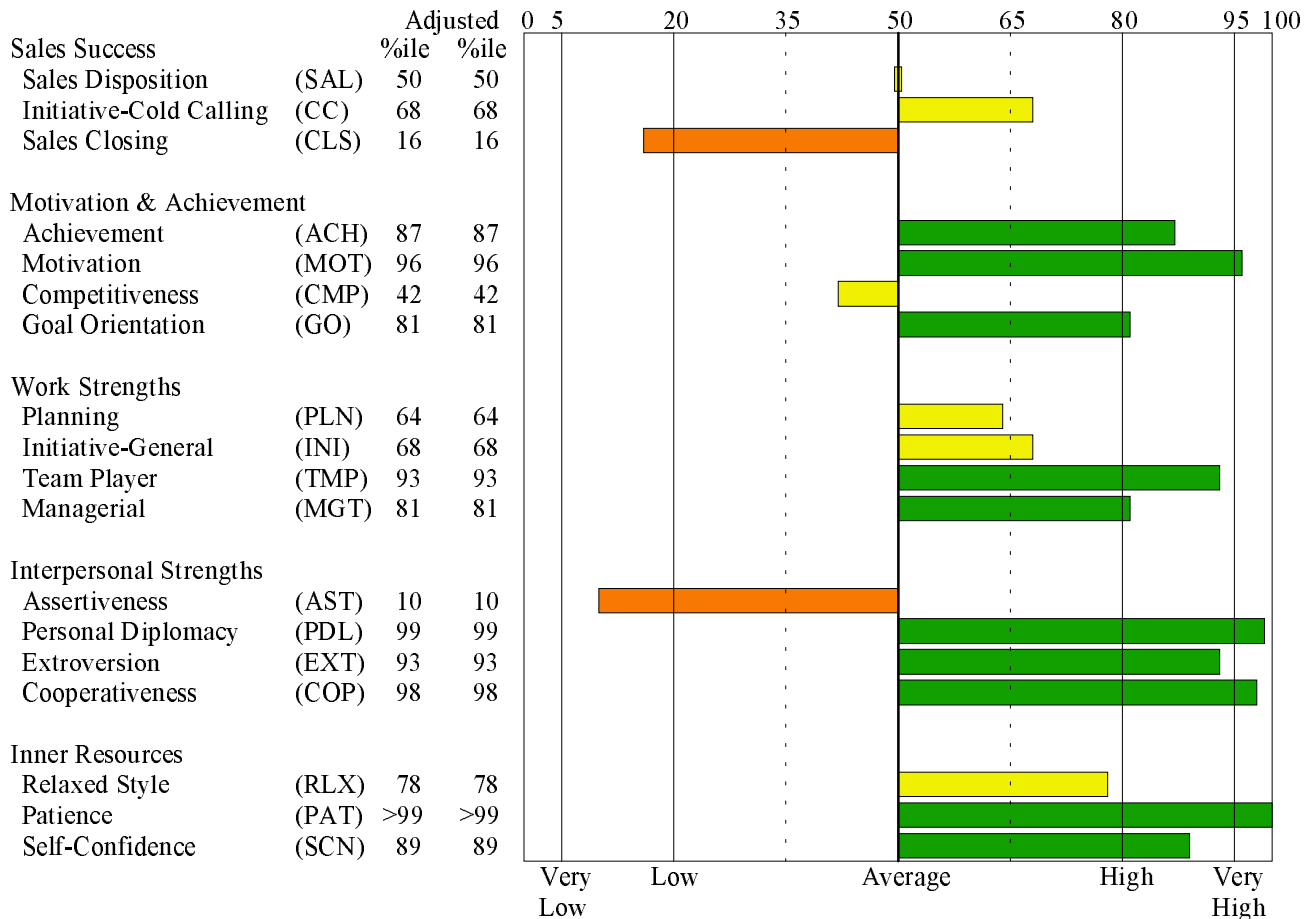
**CUSTOMER SERVICE POTENTIAL STRENGTHS include:**

- An ability to be non-competitive at times when relating to others.

More detailed information is provided in the body of this report.

Validity: This person appears to have responded to Customer Service AP items consistently and without unusual emphasis on positive or negative responses.

= Low or Very Low     
  = Average     
  = High or Very High



Users of this WPS Test Report should be familiar with the material presented in the Employers' Guide to the Customer Service AP, WPS Product No. W-387B. No personnel or other decision should be made based on this report alone without confirming information from independent sources.

### **Validity and Response Style**

The Validity and Response Style scales represent the individual's level of attention to the meaning of Customer Service AP statements (Inconsistent Responding) and tendency toward positive (Self-Enhancing) or negative (Self-Critical) self-presentation.

The Inconsistent Responding (INC) score of 3 indicates that this person paid appropriate attention to the meaning of Customer Service AP statements when giving responses, and is not likely to have responded carelessly or in a completely random fashion.

This person obtained a Self-Enhancing (ENH) score in the 72nd percentile. This indicates a style of self-presentation that is as positive as that of most people. Others are likely to describe this person's self-regard as positive. In addition, the Self-Critical (CRT) score in the 31st percentile suggests that this individual does not emphasize negative characteristics or make self-critical statements any more or less than do most others.

### **Customer Service and Inside Sales Characteristics**

Characteristics that are important to success in most customer service or inside sales roles are reflected to a large extent in an individual's responses to items on the Personal Diplomacy (PDL), Patience (PAT), and Relaxed Style (RLX) scales. To a lesser extent, responses to items on the Assertiveness (AST) scale and an expressed interest in career areas related to education or social service also indicate characteristics that contribute to success in customer service settings.

This individual's Personal Diplomacy (PDL) score is in the 99th percentile indicating that he or she will be more diplomatic than most people, which can be a real asset in a customer service or inside sales role. This Patience (PAT) score above the 99th percentile indicates a person who is likely to be more patient than most people, which can be of great value in such settings. With an Assertiveness (AST) score in the 10th percentile, this individual appears to have a strong tolerance for situations that require him or her to

refrain from asserting his or her own demands in transactions with others, and this can be an advantage in many customer service settings. The Relaxed Style (RLX) score in the 78th percentile suggests that he or she is likely to be relaxed in most customer service and inside sales situations. He or she appears to be at least moderately interested in a role such as customer service, that involves helping others to meet their needs and achieve their goals.

Consideration of additional customer service success characteristics reflected by this person's Customer Service AP responses is provided in the following detailed interpretation of the Customer Service AP scale scores.

### **Sales Success Characteristics**

Because many customer service roles include a sales component, aspects of this individual's Customer Service AP responses that reflect his or her likelihood of being successful in sales work are considered in this section.

The Sales Success scores include three scores. The Sales Disposition (SAL) score indicates the degree to which an individual's Customer Service AP results are similar to those observed for people who are successful in sales careers. The Initiative-Cold Calling (CC) score summarizes an individual's responses to statements from the Initiative-General (INI) scale that reflect characteristics necessary for success in cold-calling. The Sales Closing (CL) score indicates the degree to which an individual's Customer Service AP results are similar to those observed for people who are successful in closing sales.

This individual's Sales Success scores are in the 50th percentile for Sales Disposition (SAL), in the 68th percentile for Initiative-Cold Calling (CC), and in the 16th percentile for Sales Closing (CL). The Customer Service AP responses for this individual are only marginally similar to those typical of people who successfully perform sales activities. He or she can be at least moderately effective at cold-calling.

**Motivation and Achievement Characteristics**

The Motivation and Achievement scales describe a person's orientation toward achievement and inner drive to achieve.

The Achievement (ACH) scale score reflects an individual's ability to follow through and complete tasks and to achieve specific goals. It is also related to the amount of interest that a person has in intellectual or conceptual work. The ACH score in the 87th percentile for this person indicates he or she consistently achieves and follows through. This person is likely to perform at a high level on measures of academic achievement and will apply consistent effort to academic tasks. He or she is likely to perform exceptionally well on the job and to follow through at a high level in work-related tasks.

The Motivation (MOT) scale score is intended to represent a person's inner drive, and commitment to achieve, as well as the strength of his or her inner emotions, needs, and values. This MOT score in the 96th percentile indicates a person whose motivation or inner drive is relatively strong and who is likely to sustain this level of motivation.

The Competitiveness (CMP) score reflects the need to win, to perform better than others, or to surpass standards of achievement or performance. This individual's CMP score in the 42nd percentile suggests that he or she is likely to value competitiveness, but only in areas that are particularly important to him or her.

The Goal Orientation (GO) scale describes the extent to which an individual sees himself or herself as having clear goals and objectives. This person's GO score in the 81st percentile indicates that he or she is likely to be more strongly focused on goals and objectives than are most people.

**Work Strengths**

The Work Strengths scales describe actual work habits and attitudes towards working alone and with others.

The Planning (PLN) scale score reflects a

person's tendency to use time-management, scheduling, and organizing and planning strategies to achieve goals. The PLN score in the 64th percentile suggests that this individual will plan, organize, and apply effective work habits in areas of high interest. He or she may attend to details and plans enough to succeed in projects or tasks of high interest, but may not apply this same level of concentration to tasks that are uninteresting, boring, or unrelated to major goals. Even when performing well, he or she may not use the most efficient or effective work habits or time management strategies. Still, performance in this area is likely to be developed at least well enough to successfully pursue specific goals.

The Initiative-General (INI) scale indicates a person's level of comfort in taking independent action. The INI score in the 68th percentile is in a range that suggests that this individual may show initiative in some situations but not in others.

The Team Player (TMP) scale score relates to a person's level of comfort in working together as part of a team or interdependent work group. This TMP score in the 93rd percentile suggests this person sees himself or herself as getting along well with others. He or she will probably work very well with others as part of a team or work group, and may even prefer this type of arrangement.

The Managerial (MGT) score represents the degree to which a person's work strengths combine with achievement, motivation, interpersonal strengths, and inner resources in a pattern similar to that of individuals in managerial and supervisory roles. This individual's MGT score in the 81st percentile suggests that he or she has given responses that are similar to those given by people in management, supervisory, or other leadership roles. This person is likely to be able to consistently inspire and motivate others. He or she may be seen as having good overall management or supervisory potential. Yet his or her management style may be seen as less assertive than that of others in similar positions. He or she may have difficulty delegating authority and could benefit from developing skills in this area.

### **Interpersonal Strengths**

The Interpersonal Strengths scales describe ways in which a person is likely to engage in interactions with others in the work environment. These characteristics play a very important part in the successful conduct of customer service activities.

The Assertiveness (AST) scale score provides a gauge of an individual's directness in expressing himself or herself and in dealing with others. This person's AST score in the 10th percentile indicates an individual who is relatively unassertive and less direct in expressing himself or herself than are most others. In many kinds of customer service situations, this style can be an asset.

The Personal Diplomacy (PDL) scale score reflects a person's tendency to use tact and diplomacy in dealing with others and to display sensitivity to the feelings and ideas of others. For this person, the PDL score in the 99th percentile suggests that he or she is generally very diplomatic, tactful, and highly aware of the reactions of others, a major advantage in most customer service settings. Although individuals with this combination of AST and PDL scores are usually not very direct when expressing themselves to others, their style is almost always likely to be perceived as tactful.

The Extroversion (EXT) scale score indicates the degree to which a person sees himself or herself as socially outgoing. For this individual, the EXT score in the 93rd percentile indicates a person who describes himself or herself as more extroverted than most people, which can be an asset in many customer service settings, and who will be comfortable in most customer service situations that require taking the lead in establishing contact with others.

The Cooperativeness (COP) score indicates a person's level of comfort in working closely with others and in taking the lead from others. A low COP score does not necessarily indicate uncooperativeness, but may indicate independence or aggressiveness in dealing with others. This COP score in the 98th percentile

suggests that this person is likely to be very comfortable in taking directions or suggestions from others and working cooperatively, which is an ideal characteristic in most customer service roles.

### **Inner Resources**

The Inner Resources scales describe the kind of work-related inner resources that a person brings to the work environment.

The Relaxed Style (RLX) scale score describes the ability to remain free of worry and tension in the face of stress. This RLX score in the 78th percentile describes a person who finds it easy to relax and can successfully cope with most stressful situations. He or she has a generally relaxed, outgoing style and will reach out to others in most business, academic, or social settings, which is a distinct advantage in most customer service roles.

The Patience (PAT) scale indicates a person's ability to effectively cope with frustration encountered in completing tasks or in conflict-laden situations. This individual's PAT score above the 99th percentile suggests that he or she is more patient than most. This would be an advantage in most customer service settings.

The Self-Confidence (SCN) score is an indicator of the level of confidence and self-assurance an individual brings to his or her work. The SCN score in the 89th percentile suggests this person is generally self-confident and self-assured, which would be an asset in most customer service settings. This confidence is balanced by an openness to examining his or her own strengths and weaknesses.

### **Additional Profile Characteristics**

In addition to the interpretation of single scores on the Customer Service AP scales, some specific combinations of Sales Success Characteristics, Motivation and Achievement Characteristics, Work Strengths, Interpersonal Strengths, and Inner Resources are associated with particular approaches to the work environment related to performing in a customer service role.

While this particular individual's Customer Service AP scores do not fall into a specific profile category about which general comments can be made, careful consideration of this person's scores in combination will shed additional light on his or her particular work strengths.

### **Career Interest Areas**

Some clusters of Customer Service AP items are often observed to be associated with the traditional Realistic, Investigative, Artistic, Social, Entrepreneurial, and Conventional occupational interest areas.

This individual is likely to have a relatively high level of interest in:

- Social or educational and social service areas such as teaching, social work, social service direction and recreation, or counseling.

This person is likely to have a moderate level of interest in:

- Investigative or academic, scientific, and technical occupational areas such as medicine, education, computers, science, and similar areas.
- Artistic or aesthetic areas such as graphic arts, writing, advertising, music, fine arts, or similar areas having a strong aesthetic or craft component.
- Conventional business areas such as accounting, banking, office work, and office management.

This individual's Customer Service AP responses indicate that he or she is not likely to have much interest in:

- Activity-oriented occupational areas such as skilled trades, engineering, armed services, police, and firefighting, or similar technical and service occupations.
- Entrepreneurial or legal, political, and business endeavors such as marketing, management, or merchandising.

## LISTING OF RECORDED INFORMATION

Examinee ID Number: SAMPLE

Examinee Name: Sample Report

Examiner Name: Sample Report

Date Tested: 04/18/02

Processing Date: 04/18/02

Examiner ID Number: 00000

Company Name: Sample

## ITEM RESPONSES

The scores and interpretations in the Customer Service AP Report are based on the responses listed here.

1. 5	2. 3	3. 1	4. 4	5. 2	6. 4	7. 3	8. 1	9. 3	10. 2
11. 1	12. 2	13. 4	14. 3	15. 4	16. 2	17. 2	18. 2	19. 1	20. 1
21. 2	22. 4	23. 5	24. 4	25. 5	26. 2	27. 1	28. 1	29. 1	30. 1
31. 3	32. 4	33. 2	34. 4	35. 2	36. 1	37. 4	38. 5	39. 1	40. 4
41. 5	42. 4	43. 3	44. 2	45. 3	46. 1	47. 4	48. 3	49. 1	50. 3
51. 4	52. 2	53. 1	54. 1	55. 4	56. 1	57. 5	58. 4	59. 3	60. 4
61. 1	62. 4	63. 2	64. 4	65. 3	66. 3	67. 1	68. 4	69. 4	70. 1
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91. 4	92. 2	93. 2	94. 2	95. 2	96. 4	97. 5	98. 3	99. 1	100. 1
101. 4	102. 1	103. 1	104. 1	105. 2	106. 2	107. 1	108. 1	109. 4	110. 3
111. 3	112. 4	113. 4	114. 3	115. 5	116. 4	117. 4	118. 1	119. 2	120. 3
121. 3	122. 1	123. 2	124. 1	125. 1	126. 2	127. 3	128. 4	129. 2	130. 2
131. 3	132. 1	133. 2	134. 2	135. 1	136. 3	137. 1	138. 1	139. 2	140. 1

## Response Key

1 = Always True

2 = Mostly True

3 = Sometimes True and Sometimes False

4 = Mostly False

5 = Always False

- = Invalid response

**End of Report**

This report was generated based on WPS TEST REPORT Microcomputer Data Entry.

The following report may be shared with the examinee.



## **Customer Service Achievement Recommendations**

These recommendations, based on the Customer Service AP test profile, are designed to help you improve or enhance your motivation and achieve your goals in customer service roles and activities.

You may find some of these suggestions more helpful than others. Because your motivation is one of your most valuable assets, it is highly recommended that you make a continuing, long-term effort to use those suggestions that you discover to be the most effective.

### **Refine Your Goals**

~Exercise your strong ability to set meaningful priorities and define worthwhile goals. Be involved in planning and organizing customer service activities that will enhance your own performance and that of your group or business.

~Do not allow your strong ability to perceive appropriate goals become an end in itself, so that your attention is deflected from other essential aspects of successful customer service achievement, such as commitment, planning, and follow-through.

~Be sure to link your customer service goals and objectives to specific plans and activities, and examine your daily activities to make sure they are furthering these goals and objectives.

~Even if you are in an academic situation and are performing up to your potential, periodically reevaluate and update your major goals and objectives.

### **Increase Your Inner Motivation and Level of Commitment**

~Make use of your ability to motivate and inspire yourself and others in customer service situations.

~Link your inner enthusiasm, emotions, and motivational drive to your customer service goals

and objectives. Making sure in this way that the other elements of success are in place will help you maintain success in customer service over a long period of time.

~Think of other individuals who have already been successful in attaining customer service goals you are striving for. The prospect of surpassing their achievements can be a meaningful and powerful motivator. If this is so for you, keep their example in mind more often, not only in areas of high interest, but in other areas as well.

~Keep in mind that those who achieve outstanding success in a customer service role do not settle for mediocre or even above average performance. Strive to be the best at all times and under all circumstances.

~When working towards a customer service goal, routinely compare your progress to those who are the most successful.

### **Be Sure to Plan Ahead and Follow Through**

~Make priority lists of customer service goals that are time-consuming, or important, or that you may not have previously considered as important. Number or rank these goals in order of importance.

~Choose one important goal to focus on. Make a list of the specific activities, tasks, or interim accomplishments necessary to achieve this goal, and note the time and resources needed for each.

~Number these items in order, either from most important to least important or in the order in which they need to be accomplished.

~Learn other time-management, organizing, and scheduling strategies that can be applied to customer service goals.

~Make use of to-do lists, reminders, and other methods for planning and scheduling your time and activities, not only for obvious customer service goals, but also for other goals which you may not have considered as important up to now but which could become more significant in the

future.

~Even though your planning and work habits are probably sufficient in many situations, you still may benefit from further developing your time-management, planning, reading, and study skills, by applying a more consistent level of attention to detail, and by exercising a greater degree of perseverance in your pursuit of success.

~Make an extra effort to exercise planning and organizing skills such as setting priorities, scheduling, and using daily to-do lists in developing your customer service skills.

~You should be involved in customer service roles and activities for yourself and for your group or business that fully engage your strong ability to follow through on tasks, objectives, or goals.

~In addition to exercising your strong follow-through skills, be sure to remember that in most customer service roles, it is important to simply be helpful to others.

~Be sure to link your strong follow-through skills to your major customer service goals, so that these skills are not engaged simply for the purpose of getting things done, but will directly further your most important goals in this area.

~If you are in an academic situation, even if you are already satisfied with your level of achievement, you may still want to consider refining your ability to concentrate, focus, and manage your time efficiently. For example, you may benefit from reviewing deadlines for reports or the completion of other assignments and resetting them for an earlier date.

### **Expand Your Personal and Interpersonal Skills**

~Your profile indicates that you may benefit from activities and techniques that will increase assertiveness in social and business situations. This does not mean becoming overly aggressive, but rather learning how to be more comfortable in offering reactions, ideas, and opinions. Books and specialized seminars or workshops may be helpful in learning and practicing assertiveness skills.

Nevertheless, remember that a lower level of assertiveness is likely to make you more rather than less successful in most customer service situations.

~If you are considering a career in sales, or need to “sell” yourself in your work, consider some sales training or reading sales training materials to become more comfortable with the need to enhance the “sales” element of your interpersonal style.

~If you find that you are hesitant to call or meet with new people in social or career situations (what sales people refer to as “cold-calling”), you may find it beneficial to set aside a few minutes every day to call at least one person important to your career or your job, even if the call is just to “touch base” and say hello. This type of networking can widen your contact base and can make a difference in your career in the long run.

~If you find that you are not always successful in influencing others to your way of thinking, you might consider some sales training in the area of sales closing techniques and approaches, even if you are not a salesperson.

~Consider utilizing any supervisory, managerial, or mentoring skills you have to help others achieve their potential. Even if you are not formally in a managerial role, this will help you to widen your network and enhance your value to others and to your career.

~While your profile indicates that you have characteristics similar to successful managers and supervisors, your managerial potential would benefit if you were to enhance your assertiveness skills through specialized training in assertiveness techniques and approach on the job and in a managerial role.

~While your profile indicates that you have characteristics similar to successful managers and supervisors, your managerial potential would benefit if you were to demonstrate greater decisiveness.

~You are likely to find that the support and

cooperation you give in working with others is highly important in a customer service situation. However, consider whether this might keep you from taking the initiative in other career situations where independence and aggressiveness are necessary for success.

~Being diplomatic or tactful in not directly offering your ideas and reactions to others may be an asset in customer service situations, but it is not always an asset in other career situations. When appropriate, practice openly sharing your ideas and reactions of the moment.

END OF CUSTOMER SERVICE AP RECOMMENDATIONS